



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Romania

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy snacking trends support demand for protein/energy bars

Mondelez leads as premiumisation grows in sweet biscuits with functional snack bar players gaining ground

Modern retailing dominates, but traditional and e-commerce channels show resilience

PROSPECTS AND OPPORTUNITIES

Positive volume growth expected as consumption opportunities expand

Health and wellness trends to drive innovation and support future growth

Private label set to retain competitive edge amid ongoing retail channel expansion

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025

Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025

Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025

Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2021-2025

Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2022-2025

Table 9 - NBO Company Shares of Snack Bars: % Value 2021-2025

Table 10 - LBN Brand Shares of Snack Bars: % Value 2022-2025

Table 11 - NBO Company Shares of Fruit Snacks: % Value 2021-2025

Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2022-2025

Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2020-2025

Table 14 - Distribution of Sweet Biscuits by Format: % Value 2020-2025

Table 15 - Distribution of Snack Bars by Format: % Value 2020-2025

Table 16 - Distribution of Fruit Snacks by Format: % Value 2020-2025

Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030

Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030

Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030

Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

Snacks in Romania - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2020-2025

Table 22 - Sales of Snacks by Category: Value 2020-2025

Table 23 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 24 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 25 - NBO Company Shares of Snacks: % Value 2021-2025

Table 26 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 27 - Penetration of Private Label by Category: % Value 2020-2025

Table 28 - Distribution of Snacks by Format: % Value 2020-2025

Table 29 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 30 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-romania/report.